

COMMERCIAL AND INDUSTRIAL LAND USE

BACKGROUND

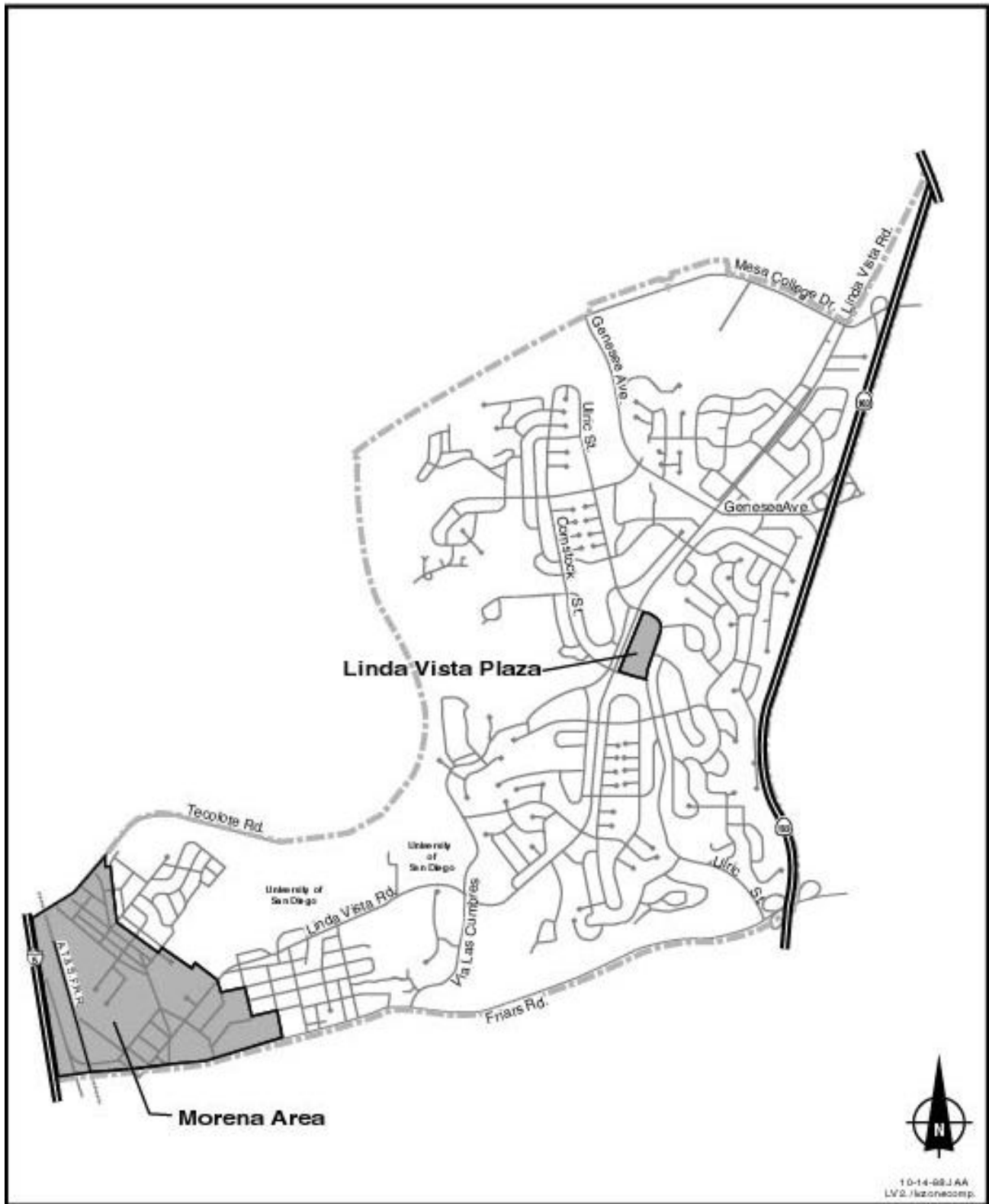
There are about 155 acres of commercially-designated land in Linda Vista, and about twenty acres of land designated for industrial use. The majority of the commercial acreage occurs in the Morena and Linda Vista Plaza areas. Several sites scattered throughout the community are also designated for commercial use. The industrial acreage is exclusively in the Morena area.

The two major commercial areas in Linda Vista are the Morena general commercial area and Linda Vista Plaza (see Figure 10). The Morena area serves a regional as well as local market, and has a concentration of businesses related to home furnishings and home improvement. There are also numerous warehouse and distribution facilities, as well as some light manufacturing, automobile repair, and materials storage businesses in that area. Linda Vista Plaza, located in central Linda Vista, is a shopping center containing an Asian food market, chain drug store, and several smaller shops and restaurants. Augmenting the plaza are commercial uses immediately to the north along the east side of Linda Vista Road.

Additional commercial sites providing convenience goods and services are located at Friars Road and Via Las Cumbres, and Linda Vista Road at Glidden, Fulton, Daniel, and Mesa College Drive. Office uses are located along Friars Road, Morley Street, east of Linda Vista Plaza, and in the northern tip of the community between Linda Vista Road and State Route 163.

GOALS

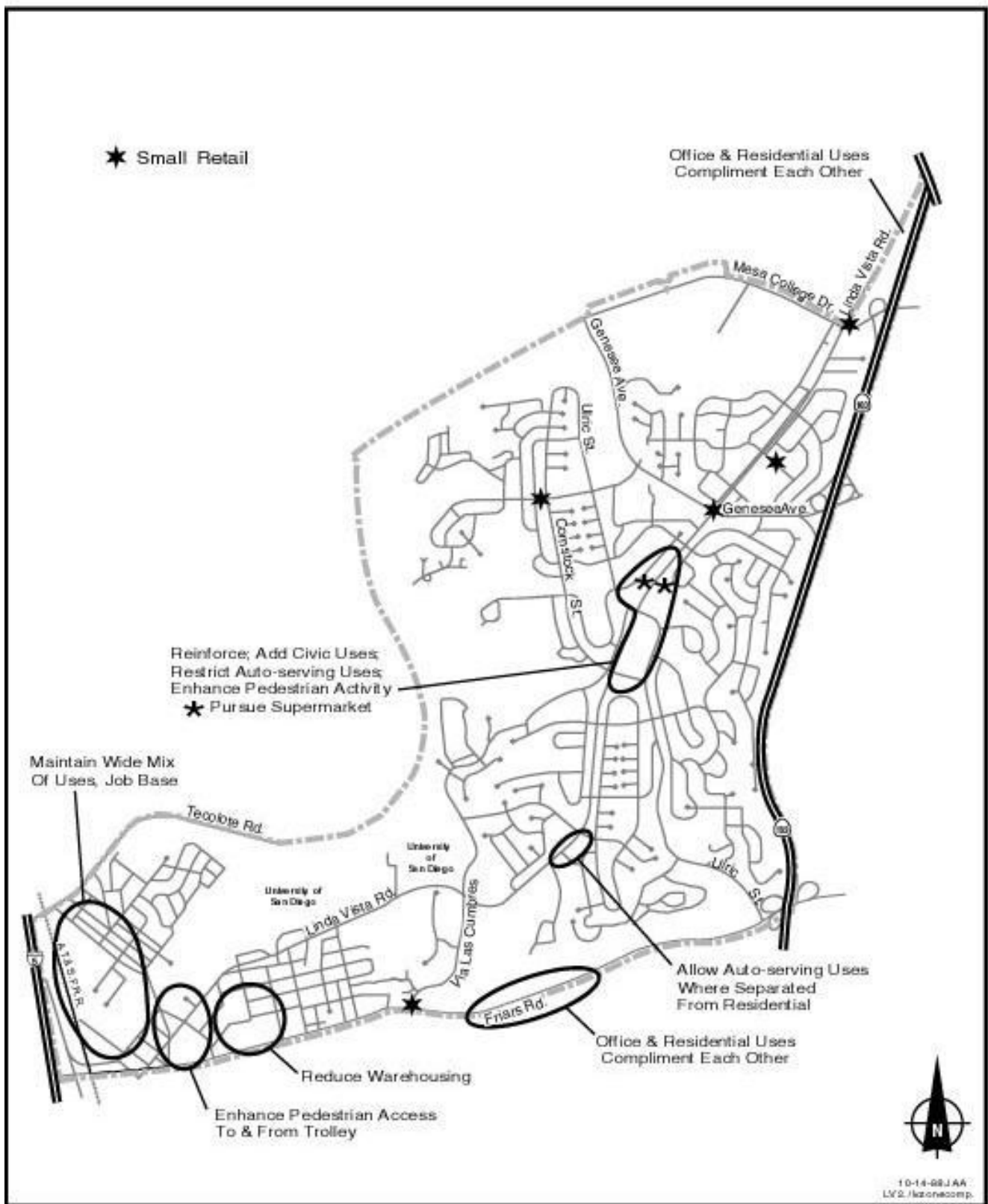
1. Retain and enhance commercial usage of the Morena and Linda Vista Plaza areas.
2. Retain the existing industrial area west of Morena Boulevard as a diverse employment base for the community and the City. Encourage more utilization of existing rail facilities.
3. Ensure that development in the Morena area presents a positive visual image to viewers from Interstate 5, Pacific Highway, Interstate 8, and Mission Bay Park.
4. Reinforce the commercial area in and around Linda Vista Plaza as the community center.
5. Encourage the physical rehabilitation and improvement of the commercial area in and near Linda Vista Plaza.
6. Encourage the construction of a new or revised shopping center, hopefully anchored by a supermarket, near Linda Vista Plaza.
7. Promote a mixture of retail and professional offices in Linda Vista to serve the basic needs of the community.



Major Commercial and Industrial Areas Linda Vista Community Planning Area

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Figure
10



Commercial "Concept Map"

Linda Vista Community Planning Area

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Figure

11

8. Develop attractive transit supportive mixed uses adjacent to the Light Rail Station at Napa Street to encourage transit use, enhance safety around the station, and provide services for transit users.
9. Implement development standards which will guide development through a ministerial permit process.
10. Create an environment that is business and pedestrian friendly in the community's commercial areas and around transit stations.

POLICIES

1. Specific commercial areas in Linda Vista shall be designated for office, community, neighborhood, and general commercial and light industrial uses as shown in Figure 12.
2. Apply commercial and industrial zoning that will allow for ministerial project review.
3. New commercial development near the light rail transit stations and in the central Linda Vista commercial area should incorporate pedestrian and transit-oriented features into project design.
4. New commercial development should provide landscaping as identified in the streetscape recommendations of this plan.
5. The City should evaluate providing incentives to developers to locate commercial uses in Linda Vista.
6. The construction of apartments in areas designated for commercial use should be permitted, except in Linda Vista Plaza, where no residential uses should be permitted. In the commercial areas around Linda Vista Plaza and the Morena commercial area, residential uses should be permitted above the ground floor or behind the street frontage. Residential-only projects should be permitted in areas designated for neighborhood commercial or office commercial uses.
7. The neighborhood commercial sites should permit convenience goods and services for surrounding residential neighborhoods, but regional or community-serving commercial uses should not be permitted.
8. Automobile-oriented commercial uses (such as automobile sales and repair) should be restricted to parts of the Morena area, Linda Vista Road at Ulric, Via Las Cumbres/Friars Road, Linda Vista Road at Genesee, Linda Vista Road south, of Glidden Street, and the commercial area north of Linda Vista Plaza (see Figure 13).
9. The general commercial area along Morena and West Morena Boulevards should be enhanced by a common landscape and signage theme, shared parking, and business promotion.

Legend

-  Community Commercial
-  Neighborhood Commercial
-  General Commercial
-  Office Commercial
-  Visitor Commercial
-  Industrial
- ★ Conditional Commercial
(see pages 50 and 113)



Commercial and Industrial Designations Linda Vista Community Planning Area

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Figure
12



Automobile - Oriented Commercial Areas **Linda Vista Community Planning Area** City of San Diego • Community and Economic Development

Figure
13

SPECIFIC PROPOSALS

Commercial Designations

1. Designate Linda Vista Plaza for community-serving commercial uses. Apply zoning which will accommodate a range of community-serving retail, service, and professional offices in a pedestrian-oriented development pattern. Improve pedestrian access from surrounding residential neighborhoods to the plaza. Residential uses should not be permitted.



2. The "Thrift Village" commercial area north of Linda Vista Plaza should be designated for community-serving commercial uses. Automobile-oriented uses, such as automobile repair or sales and car washes, should be limited to the corner of Linda Vista Road at Ulric Street. Residential uses should be permitted on the upper floors and rear portions of lots.



3. The following sites which are designated for community commercial use should provide retail and office, as well as automobile services and entertainment. These sites are at Linda Vista Road at Genesee Avenue, Linda Vista Road south of Glidden Street, and Linda Vista Road at Ulric Street.



4. The trumpet-shaped area west of Linda Vista Road and north of Ulric Street, should be designated for community commercial use. The adjacent area west of Eastman Street should be considered for future commercial use as well. This large area could accommodate a large commercial use such as a grocery store, clothing store, or theater. The development could also include a residential component. Commercial development of this area should consolidate parcels to form a coherent project and should occur under a discretionary permit. Automobile-oriented uses should be limited to the two corners of Linda Vista Road. The area west of Eastman Street may be developed as a residential-only project, and may achieve a density of up to 43 dwelling units per acre.



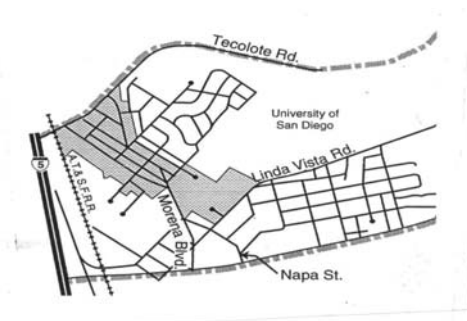
5. The commercial sites of Linda Vista Road at Daniel Avenue, Osler Street at Comstock Street, Mesa College Drive at Linda Vista Road, Via Las Cumbres at Friars Road, and Linda Vista Road north of Glidden should be designated for neighborhood commercial uses. Apply zoning which will accommodate small neighborhood-serving retail and commercial services. Residential development and professional offices should also be permitted.



6. Designate the area adjacent to and including the Morena/Linda Vista trolley station for transit-supportive, community-serving uses. The trolley site itself (specifically the surplus area) should include retail uses on the ground floor and be designed to be pedestrian and transit friendly, blending into both the transit stop and the surrounding area. The trolley site should be developed with a landmark development that helps establish an architectural image for this part of the community. Development of the adjacent parcels should emphasize retail uses.



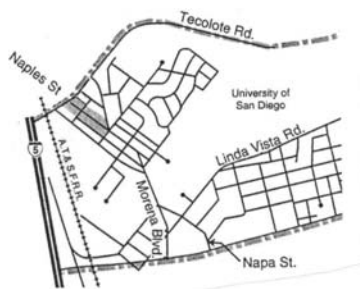
7. Designate the Morena Boulevard area for general commercial uses. Apply zoning that permits a wide range of commercial uses. Strengthen the appeal of this area through landscaping, public art, unified signage, and business promotion.



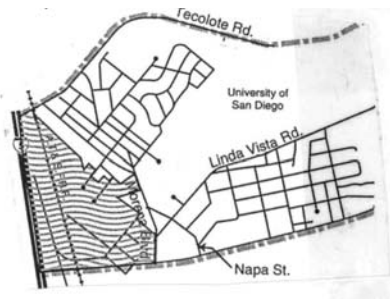
8. Designate various sites on the north side of Friars Road, Ulric Street at Burroughs, and various sites east of Linda Vista Road at the northern edge of the community for office commercial uses. Apply an office commercial zone that emphasizes the development of community-serving businesses and professional offices. Residential development should also be permitted on these sites.



9. Designate the mixed residential area on both sides of Naples Street east of Tecolote Road for general commercial use. Apply zoning that permits small to medium scale commercial as well as office and residential uses.



10. Designate the remainder of the Morena area for light industrial uses. Apply zoning that permits commercial as well as light industrial uses, but do not permit residential development.



Commercial Design Standards

The following standards apply to the area designated for commercial and industrial use in the Morena area (see Figure 14). These standards are intended to improve the pedestrian environment, provide a greater unity of design, and preserve views from the community to the Presidio and Mission Bay. These standards are to be implemented through a ministerial (Type A) Community Plan Implementation Overlay Zone (CPIOZ) permit procedure.

11. Building height within the coastal zone shall be limited to 30 feet. Elsewhere, the maximum allowable building height “by right” shall be 30 feet; however, up to 45 feet may be considered with a discretionary permit. Architectural projections may exceed this limit by

five feet. In the area designated for light industrial use, building heights up to 45 feet may be considered under a discretionary permit.

12. No building shall be erected or substantially enlarged unless a sidewalk is provided and maintained. Minimum sidewalk width in the designated commercial areas is seven feet, and minimum width in the industrial areas is five feet.
13. Off-street parking shall be provided according to the following standards.

Land Use Category	Parking Spaces/Square Feet Floor Area
Medical and dental office	1/250
Professional business office	1/300
Retail and commercial service	1/400
Wholesale, distribution, and Manufacturing	1/1500
Residential	Refer to citywide regulations
Hotel	1/room

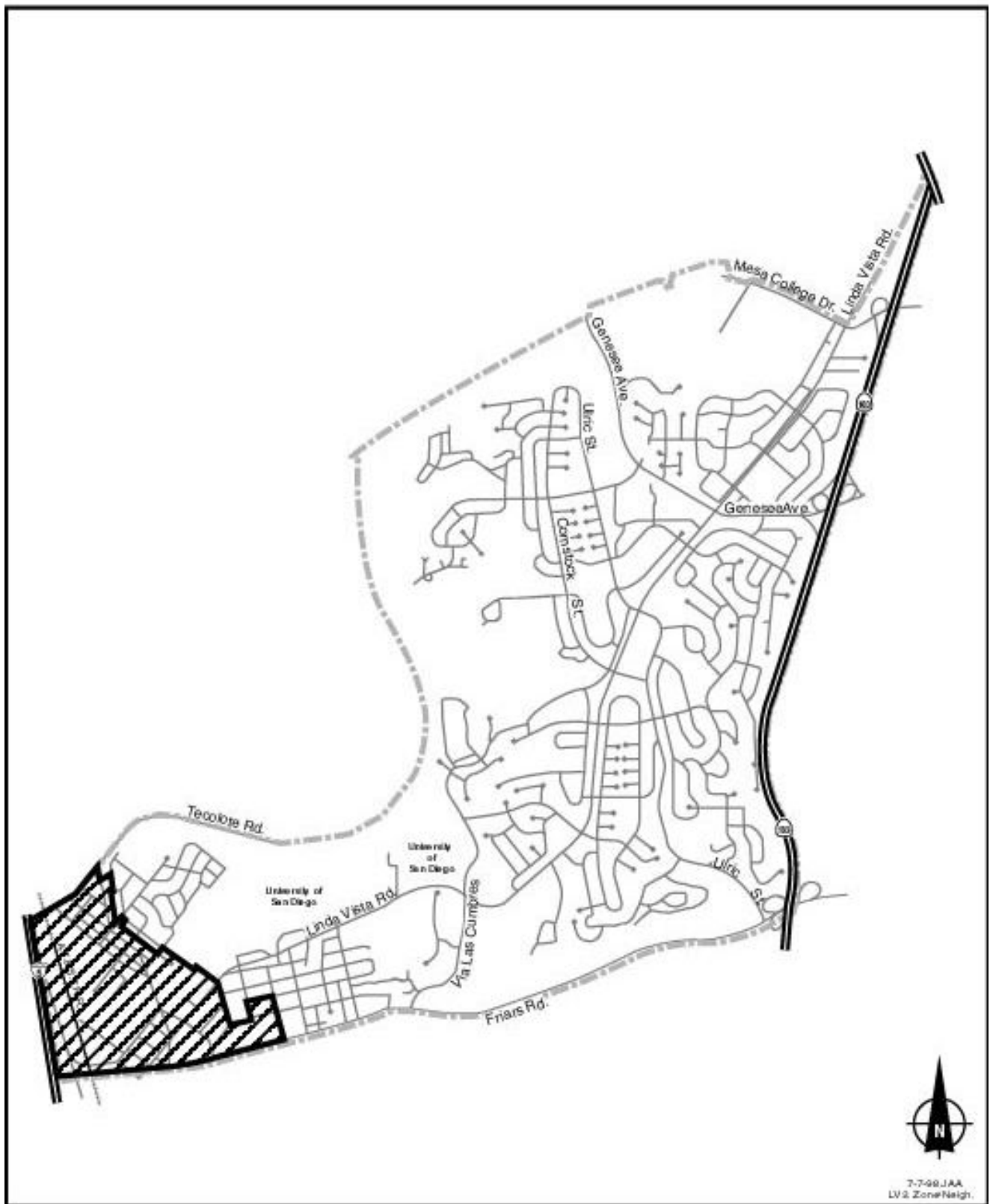
14. Landscaping should be required in accordance with the citywide landscape ordinance using the guidelines included in the Urban Design Element of this community plan.
15. For rehabilitation of existing structures or minor alterations, every effort shall be made to comply with these standards, but the City Manager may authorize variations from the standards for parking, landscaping, and sidewalk widths where conditions warrant. Minor alterations involve less than 50 percent of the market value of the structure.

Economic Development Proposals

16. The City should direct public funds to reinforce the area of Linda Vista Road and Comstock Street, including Linda Vista Plaza, as the social and commercial center of the community. The construction and maintenance of public facilities and the operation of social services should occur in this area. Public facilities should be of high architectural quality and should incorporate public art and distinctive signage to create a sense of place that is uniquely Linda Vista.
17. The City and community should identify a parcel of land in Linda Vista for use as a community garden.
18. Form a Micro Business Improvement District or Association (BID/BIA) (subject to voter approval) in the central Linda Vista area and one in the Morena area to coordinate marketing, landscaping, and signage. The BID/BIA should apply for start-up funds from the City's Office of Small Business, but would be subsequently self-financed. The business associations

should work in partnership with the City to enhance these two commercial areas. The City's contribution would focus on public improvements (streets, lighting, pedestrian access) and the maintenance of these improvements.

19. The Civic Association in partnership with Kearny High School has brought weekly farmer's market to Linda Vista. The parking lot at Kearny High School is used for this activity.



Area Subject to CPIOZ Regulations
Linda Vista Community Planning Area
 City of San Diego • Community and Economic Development

Figure
14

20. Local merchants should hire local community members, particularly summer jobs for youth. A Linda Vista-based agency could coordinate youth employment opportunities and work with the San Diego Work Force Partnership to access employment training and placement opportunities.
21. Organize a fund-raising campaign to finance a community monument in central Linda Vista Plaza (possibly at the northeast corner of Linda Vista Road and Ulric Street).
22. The City should encourage the development of a general foods market (supermarket) in central Linda Vista. The supermarket could be developed as the anchor of a small commercial mall. The facility should be designed in accordance with the Urban Design Element of this plan. The City should expedite permit processing of a commercial development of this type. This effort should be consistent with a long-range market analysis of the types of businesses that can be supported by the Linda Vista community.
23. The City and the BID/BIA should also encourage the development of a marketing strategy to determine if additional restaurants could be encouraged to serve Linda Vista. The City should expedite permit processing for development of this type. Other implementation tools might include a targeted revolving loan fund implemented through Accion or other private lender.

ACTION PLAN

	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Responsibility for Implementation	Source of Funding	See for More Detail
Zone properties as shown in Figure 9		•			City	City	Specific Proposals 1-10
Require projects in the Morena area to comply with CPIOZ guidelines of this plan	•				City	Reimbursable	Specific Proposals 11-16
Form a Business Improvement District or Association				•	Business Owners, Office of Small Business	Business Owners, business license fees	Economic Development Proposal 18
